

Rep Order# 9848849 Ver# 5 Status Revised
EC'd Yes

Traffic Order# 67341

Printed: 10/25/2012 8:11 AM
Last Received: 10/24/2012 3:47 PM
Showing Buylines: All Rep & Sta Revised Lines

1 of 2

Station WKRC-TV CINCINNATI, OH
Advertiser () POLITICAL ISSUE GROU
Product NFIB
Estimate# 428
Buyer KYM MASON
Phone#
Fax#

Agency () TARGET ENTERPRISES
15260 VENTURA BLVD., SUITE 1240
SHERMAN OAKS, CA 91403
Agency C/P1/P2/E /NFIB/428
Flight Dates 10/20/2012 - 10/26/2012
Hiatus Weeks

Rep Firm
Sales Office () LOS ANGELES
Salesperson () JON BRUNZELL-AMER
Salesperson Phone# 323-966-5271
Salesperson FAX# 917-206-9888

--- CONTRACT COMMENT ---

NATIONAL FEDERATION OF INDEPENDENT BUSINESS *****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

MG APPLIED. SEE LINES 7 AND 13. PLEASE CONFIRM. THANK YOU.

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*7	M-F	5P-530P		:30	\$2,175.00	10/22-10/26	3	1	3	\$6,525.00	

Rating: 7.6

Buyline Comment: NEWS
[MADE-GOOD BY LINE(S) 13]
V2 Comment Changed
V5 Effective Dates Changed

PA

	*13	F	8P-9P	NCIS	:30	\$2,175.00	10/26-10/26	1	1	1	\$2,175.00	
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Rating: 7.6

[MKGD FOR SPOTS MISSED ON LN #7: 10/25(1/WK)]
V5 Added

---REPORT TOTALS---

Report Totals: 4 / \$8,700.00

---SALES MONTHLY TOTALS---

Oct 12: 36 / \$91,270.00
Sales Totals: 36 / \$91,270.00

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Station Totals: 36 / \$91,270.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$198,413

CABL	0%	EKRC	0%	UNKN	54%	WBQC	0%	WCPC	0%
WKRC	46%	WLWT	0%	WSTR	0%	WXIX	0%		

Books NOV11, MAY12
Demos RA35+

Rep Order# 9848849 Ver# 4 Status Returned
EC'd Yes

Traffic Order# 67341

Printed: 10/24/2012 3:07 PM
Last Received: 10/24/2012 12:34 PM
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--- REMARKS ---

pls see line 7 new mg offer
t/r
lynda/jim

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	-----	-----	-----	----	-----	-----	-----	-----	-----	-----	-----
	*7	M-F	5P-530P		:30	\$2,175.00	10/22-10/26	4	1	4	\$8,700.00	

Rating: 7.6

Buyline Comment: NEWS

Station Remark: V4 new mg for 10/25 na fri 8-9p 10/26 ncir

V2 Comment Changed

---REPORT TOTALS---

Report Totals: 4 / \$8,700.00

---SALES MONTHLY TOTALS---

Oct 12: 36 / \$91,270.00
Sales Totals: 36 / \$91,270.00
Station Totals: 36 / \$91,270.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$198,413	CABL	0%	EKRC	0%	UNKN	54%	WBQC	0%	WCPO	0%
		WKRC	46%	WLWT	0%	WSTR	0%	WXIX	0%		

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Flight Dates 10/20/2012 - 10/26/2012
Hiatus Weeks

Rep Firm
Sales Office () LOS ANGELES
Salesperson () JON BRUNZELL-AMER
Salesperson Phone# 323-966-5271
Salesperson FAX# 917-206-9888

Books NOV11, MAY12
Demos RA35+

Rep Order# 9848849 Ver# 3 Status Revised
EC'd Yes

Traffic Order# 67341

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Last Received: 10/24/2012 12:34 PM
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--- REMARKS ---

FLIGHT ENDS FRI 10/26. PLEASE SEND NEW MG FOR N/A ON LINE 7.

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*7	M-F	5P-530P		:30	\$2,175.00	10/22-10/26	4	1	4	\$8,700.00	

Rating: 7.6

Buyline Comment: NEWS

Station Remark: V2 1x na 10/25 no time. mg sun 630-7p new 10/28 ncir

V2 Comment Changed

1x FR 8-9p on 10/26 MKR

---REPORT TOTALS---

Report Totals: 4 / \$8,700.00

---SALES MONTHLY TOTALS---

Oct 12: 36 / \$91,270.00

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---COMPETITIVE---

Market Totals	\$198,413	CABL 0%	EKRC 0%	UNKN 54%	WBQC 0%	WCPO 0%
		WKRC 46%	WLWT 0%	WSTR 0%	WXIX 0%	

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Sales Office () LOS ANGELES
Salesperson () JON BRUNZELL-AMER
Salesperson Phone# 323-966-5271
Salesperson FAX# 917-206-9888

Books NOV11, MAY12
Demos RA35+

Rep Order# 9848849 Ver# 2 Status Returned
EC'd Yes

Traffic Order# 67341

Printed: 10/24/2012 9:15 AM
Last Received: 10/19/2012 2:16 PM
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--- REMARKS ---

pls see line 7
t/r
lynda/jim

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	-----	-----	-----	----	-----	-----	-----	-----	-----	-----	-----
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Rating: 7.6

Buyline Comment: NEWS

Station Remark: V2 1x na 10/25 no time. mg sun 630-7p new 10/28 ncir

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Report Totals: 4 / \$8,700.00

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		WKRC 46%	WLWT 0%	WSTR 0%	WXIX 0%	

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Rep Firm
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Salesperson Phone# 323-966-5271
Salesperson FAX# 917-206-9888

Books NOV11, MAY12
Demos RA35+

Connell II, Jim

From: ahoff@local12.com
Sent: Tuesday, October 23, 2012 3:06 PM
To: Connell II, Jim; Williams, Lynda
Subject: Spot - Preempt: National Federation of Independent Business - 67341

Station: WKRC-TV

Order Information:

Order #: 67341
Order Total: \$91,270.00
Agency: Target Advertising
Advertiser: National Federation of Independent Business
Product: NFIB
Alternate Order #: 09848849
Estimate #: 428
Flight Dates: 10/20/12 - 10/26/12
Demo: Adults 35+

Sales Information: Millennium Los Angeles, Millennium, National

The following spot(s) have been preempted:

Preempted Spot Information (67341-7-1):

Rate: \$2,175.00
Air Date: Thu 10/25/12
Eligible Days: MTWTF---
Inventory Code: 5p Local 12 News at Five
Inventory Description: 5p Local 12 News at Five
Inventory Code Time: 5:00 PM-5:30 PM
Spot Type: NM
Restricted: Earliest start: 5:00:00 PM, Latest end: 5:30:00 PM
Length: :30
Channel(s): [1] WKRC
Priority: Non Preemptible Spot
Preempt Reason: No Avail

*1x Jan 6:30-7P
on 10/28 MWR*

Spot Manager: All, 10/20/12-10/26/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Descripti	Estimate #	Priority	Spot #	AE
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Advertiser: National Federation of Independent Business

Agency: Target Enterprises

Station: WKRC-TV

Order: 67341

Line: 1

10/20/12	Saturday	5:27 PM	:30	\$1,950.00	CMT30H	Sat Reg 2	9:00 PM-10:00 PM	NFIB	428	P-2	1	MLA
											1	

Line: 2

10/21/12	Sunday	3:35 PM	:30	\$11,995.00	CMT30H	Sun Reg 1	7:00 PM-8:00 PM	NFIB	428	P-2	1	MLA
											1	

Line: 3

10/22/12	Monday	4:50 AM	:30	\$1,350.00	CMT30H	6a Good Morn Cincinna	(6:30:00 AM-7:00:00 AM)	NFIB	428	P-1	3	MLA
10/23/12	Tuesday	3:30 AM	:30	\$1,350.00	CMT30H	6a Good Morn Cincinna	(6:30:00 AM-7:00:00 AM)	NFIB	428	P-1	1	MLA
10/24/12	Wednesday	5:52 AM	:30	\$1,350.00	CMT30H	6a Good Morn Cincinna	(6:30:00 AM-7:00:00 AM)	NFIB	428	P-1	2	MLA
10/25/12	Thursday	3:40 AM	:30	\$1,350.00	CMT30H	6a Good Morn Cincinna	(6:30:00 AM-7:00:00 AM)	NFIB	428	P-1	4	MLA
10/26/12	Friday	5:52 AM	:30	\$1,350.00	CMT30H	6a Good Morn Cincinna	(6:30:00 AM-7:00:00 AM)	NFIB	428	P-1	5	MLA
											5	

Line: 4

10/22/12	Monday	7:25 AM	:30	\$925.00	CMT30H	CBS This Morning	(7:00:00 AM-7:30:00 AM)	NFIB	428	P-1	3	MLA
10/23/12	Tuesday	5:55 AM	:30	\$925.00	CMT30H	CBS This Morning	(7:00:00 AM-7:30:00 AM)	NFIB	428	P-1	2	MLA
10/24/12	Wednesday	5:25 AM	:30	\$925.00	CMT30H	CBS This Morning	(7:00:00 AM-7:30:00 AM)	NFIB	428	P-1	1	MLA
10/26/12	Friday	7:36 AM	:30	\$925.00	CMT30H	CBS This Morning	(7:00:00 AM-7:30:00 AM)	NFIB	428	P-1	4	MLA
											4	

Line: 5

10/22/12	Monday	11:12 PM	:30	\$2,450.00	CMT30H	Local 12 News at Noon	12:00 PM-12:30 PM	NFIB	428	P-1	1	MLA
10/23/12	Tuesday	11:17 PM	:30	\$2,450.00	CMT30H	Local 12 News at Noon	12:00 PM-12:30 PM	NFIB	428	P-1	2	MLA
10/24/12	Wednesday	9:22 PM	:30	\$2,450.00	CMT30H	Local 12 News at Noon	12:00 PM-12:30 PM	NFIB	428	P-1	3	MLA
											3	

Line: 6

10/22/12	Monday	5:53 PM	:30	\$1,995.00	CMT30H	4p Local 12 News at Fo	(4:30:00 PM-5:00:00 PM)	NFIB	428	P-1	3	MLA
10/23/12	Tuesday	5:03 PM	:30	\$1,995.00	CMT30H	4p Local 12 News at Fo	(4:30:00 PM-5:00:00 PM)	NFIB	428	P-1	1	MLA
10/24/12	Wednesday	5:06 PM	:30	\$1,995.00	CMT30H	4p Local 12 News at Fo	(4:30:00 PM-5:00:00 PM)	NFIB	428	P-1	2	MLA
											3	

Line: 7

10/22/12	Monday	2:28 PM	:30	\$2,175.00	CMT30H	5p Local 12 News at Fiv	(5:00:00 PM-5:30:00 PM)	NFIB	428	P-1	4	MLA
10/23/12	Tuesday	1:47 PM	:30	\$2,175.00	CMT30H	5p Local 12 News at Fiv	(5:00:00 PM-5:30:00 PM)	NFIB	428	P-1	3	MLA
10/24/12	Wednesday	2:15 PM	:30	\$2,175.00	CMT30H	5p Local 12 News at Fiv	(5:00:00 PM-5:30:00 PM)	NFIB	428	P-1	2	MLA
											3	

Line: 8

10/23/12	Tuesday	5:42 PM	:30	\$2,395.00	CMT30H	5p Local 12 News at Fiv	(5:30:00 PM-6:00:00 PM)	NFIB	428	P-1	1	MLA
10/24/12	Wednesday	5:21 PM	:30	\$2,395.00	CMT30H	5p Local 12 News at Fiv	(5:30:00 PM-6:00:00 PM)	NFIB	428	P-1	2	MLA
10/26/12	Friday	5:51 PM	:30	\$2,395.00	CMT30H	5p Local 12 News at Fiv	(5:30:00 PM-6:00:00 PM)	NFIB	428	P-1	3	MLA
											3	

Line: 9

[Filtered by:] [Sorted by: Station]

Spot Manager: All, 10/20/12-10/26/12



Date	Weekday	Air Time	Length	Rate	Ad-ID	Inv. Code (Booked)	Time Period	Order Product Description	Estimate #	Priority	Spot #	AE
Advertiser: National Federation of Independent Business												
Agency: Target Enterprises												
Station: WKRC-TV												
Order: 67341												
Line: 9												
10/22/12	Monday	09:52 PM	:30	\$2,795.00	CMT30H6p	Local 12 News at Six	6:00 PM-6:30 PM	NFIB	428	P-2	2	MLA
10/23/12	Tuesday	09:01 PM	:30	\$2,795.00	CMT30H6p	Local 12 News at Six	6:00 PM-6:30 PM	NFIB	428	P-2	3	MLA
10/25/12	Thursday	04:49 PM	:30	\$2,795.00	CMT30H6p	Local 12 News at Six	6:00 PM-6:30 PM	NFIB	428	P-2	1	MLA
											3	
Line: 10												
10/23/12	Tuesday	04:47:36 PM	:30	\$9,995.00	CMT30H	Tue Reg 1	8:00 PM-9:00 PM	NFIB	428	P-2	1	MLA
											1	
Line: 11												
10/22/12	Monday	11:26:36 PM	:30	\$3,195.00	ELECTIC	11p M-F Local 12 News	11:00 PM-11:35 PM	NFIB	428	P-2	5	MLA
10/23/12	Tuesday	11:25:20 PM	:30	\$3,195.00	CMT30H	11p M-F Local 12 News	11:00 PM-11:35 PM	NFIB	428	P-2	1	MLA
10/24/12	Wednesday	11:04:53 PM	:30	\$3,195.00	CMT30H	11p M-F Local 12 News	11:00 PM-11:35 PM	NFIB	428	P-2	4	MLA
10/25/12	Thursday	11:05:04 PM	:30	\$3,195.00	CMT30H	11p M-F Local 12 News	11:00 PM-11:35 PM	NFIB	428	P-2	3	MLA
10/26/12	Friday	11:34:00 PM	:30	\$3,195.00		11p M-F Local 12 News	11:00 PM-11:35 PM	NFIB	428	P-2	2	MLA
											5	
Line: 12												
10/22/12	Monday	12:09:29 XM	:30	\$1,100.00	CMT30H	Letterman	11:35 PM-12:35 XM	NFIB	428	P-2	3	MLA
10/23/12	Tuesday	12:31:40 XM	:30	\$1,100.00	CMT30H	Letterman	11:35 PM-12:35 XM	NFIB	428	P-2	2	MLA
10/25/12	Thursday	12:47:00 PM	:30	\$1,100.00	CMT30H	Letterman	11:35 PM-12:35 XM	NFIB	428	P-2	1	MLA
											3	
Line: 13												
10/26/12	Friday		:30	\$2,175.00		Fri Reg 1	8p-9p	NFIB	428	P-4	1	MLA
											1	
											36	
											36	
											36	
											36	
											36	

[Filtered by:] [Sorted by: Station]